Social Media Planning

Activity 5 - Creating a Social Media Policy

Pause Point: Would the company just print a copy of the policy or put a copy up on their intranet? How can they ensure employees are aware of the policy? What about new employees when they join the company?

To a certain extent, what is included in the policy will depend on what type of company the policy is for. So the first step is to define the company, which can be an imaginary or a real company. In the box below you need to say what sort of company this policy is for, how large it is (it might be a sole trader, a very small company with five to ten employees, or a much larger one), what product or service it provides, and how it sells the product or service (in a shop, online, or in person).

Description of the company:

Now you need to create an outline of the social media policy for the company you have defined. You need to list each of the sections of the policy and then say what the section covers and why it is needed. You do not need to write the complete policy.

Policy Point 1 Title (e.g. Honesty and Respect)
Policy Point 2 Title
Policy Point 3 Title
You can add more sections as required